

Environmental Development and Empowerment from Industrial Impact

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Abstract

*This study aimed to determine and analyze **Environmental Development and Empowerment from Industrial Impact** in effort of local Economic Development and Communities empowerment around the PT. Semen Indonesia (SMGR). The results showed that SMGR has tried to implement through activities that show a sense of social concern as well attempt to empower communities around the cement plant. In one hand it could be accounted as company external cost and in other hand as one of company contribution in increasing local community welfare program that has been rolled out to the community around Tuban Cement Plant had a significantly positive influence on the improvement of the welfare of the community. However, of the 10 areas of empowering program that have been implemented have not been all that good satisfaction scores of communities participating in the program.*

Key words: Environmental Development, Community Development, Community Welfare, empowering program

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1. Introduction

One important issue that continues to be a concern to the business today is empowering program. An ability to create significant difference in improving the quality of the social environment has been proved by many researchers and entrepreneurs. The combination of companies, NGOs and the Government should be facilitated so that the combination of their abilities such as expertise, strategic thinking patterns, empowerment and financial capability can mengaktraksi social change and the development of social economic development in a relatively fast.

Elkington (1998a, 1998b) assert that in principle this empowering program refers to three (3) aspects of financial issues, environment issues and Social issues. Those three aspects are known as the "Triple Bottom Line" which should be used as a reference in the activities of a company. A stabile financial performance in gaining profit is the fundamental of running business entities. The second aspect is the company ability in controlling environment degradation due to their activities in business, by addressing this issue the company contribute in creating sustainable environment in supporting the business. The last aspect is to address social issues that occurs in the society. By having this awareness the company directly or indirectly will contribute in education, health and nutrition investments. Through education, health and nutrition development, will creating better human resources where the business could advantage this through two things. Firstly business will easy to be supply with a good human resources and secondly the company will have educate consumers. In sort, triple bottom line are more known as financial capital, Environment capital and Social capital that could be use in maximising business activities in providing goods and services to community.

With those principles, SMGR also apply those three (3) approaches in operate their business: the first aspect is by providing community services by fostering society through proactive programsthat have mutual benefit between company and society. Secondly, the community relations that has been develop is to empower the community through the provision of public services, religion, education, social welfare, health and other assist program in maintenance infrastructure. The last approaches is by arranging community empowerment program that aimed to increase economic growth and equitable development. Beside that this programs also intended for creating growth in the

real sector, increasing regional per capita income, growing local economic actors, financial institutions and creating employment.

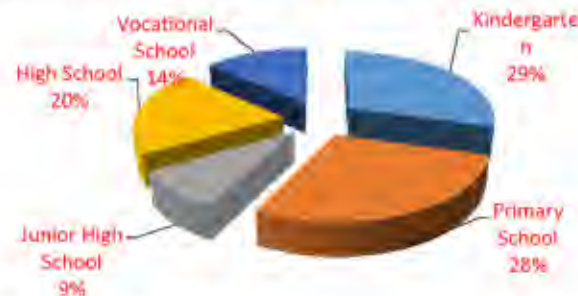
The reason why the SMGR apply those approaches is due to the socio-economic conditions around the factory in Tuban district are categorised as community with middle lower economic and educational level. With such condition, initiating empowering programs in this area has uniqueness and challenges not only for creating better social condition but also good for maintenance the company reputation. Based on GDP at current price, could be seen that the economic role of Tuban district. East Java GDP was around 2.43%. This contribution quite small compare to the Surabaya municipality that contribute around 26.54% of East Java economic condition (BPS East Java, 2014).

Table 1. GDP at Current Price and the GDP contribution

Area	2010	2011	2012	2013
GDP at Current Price (In Million Rupiah)				
Tuban	19.040.920,10	21.388.015,82	24.082.871,48	27.615.185,77
Surabaya	205.161.470,00	235.257.224,00	264.750.412,00	302.756.080,00
Jawa Timur	778.564.243,69	884.502.645,60	1.001.720.879,47	1.136.330.000,00
District contribution the East Java Economic				
Tuban	2,45%	2,42%	2,40%	2,43%
Surabaya	26,35%	26,60%	26,43%	26,64%
Jawa Timur	100%	100%	100%	100%

Source: The East Java Statistical Board, 2014

Furthermore, based on the level of education of Tuban population is seen very low where more than 50% of their population just graduated from 9 years of primary education. From the chart below there was 29% of population were graduates of Kindergarten and 28% graduated from elementary school (SD) of 28%, while the educated high school / equivalent only by 20%.



Source: The Tuban District Statistical Board, 2013

Chart 1. The Education Composition Of Tuban Resident

Based on the description above, this study examine the effectiveness of EMPOWERING PROGRAM program of PT. Indonesian cement in economic development and local communities in Tuban. Empowerment of communities around the cement plant in Tuban is very important and should ideally focus on long-term community empowerment.

2. Method

Craig and Mayo (1995) Kindon, Pain, and Kesby (2007); White (1996) alert that empowerment is an absolute requirement for community development efforts, with the goal of reducing / eliminating the position of powerlessness in the social structure of society, economy, and politics development process. The process of empowerment itself, defining as a process of realizing self-sustaining capacity of society itself, towards human-centered development approaches (Kindon et al., 2007), and

it seems it can be viewed as an alternative to development that can be guaranteed its survival and development komplementaritasnya in other areas.

According Kinson et al. (2007) participation is spontaneous involvement accompanied by awareness and responsibility towards the interests of the group to achieve a common goal. Meanwhile, according to Craig and Mayo (1995), said participation is the involvement of local communities effectively in decision-making or implementation of the development projects. The main criteria used to determine the presence of community participation is without question the involvement of the background factors and encourage the involvement.

In this context, public participation is fully considered as a determinant of the success of development, especially in community empowerment. The participation of the public support for the start should aware of the situation and the problems it faces. In addition this involvement also an effort to find a solution that can be used to overcome their problems. Participation is also a process in building a community to look at the socio-economic realities that surround them. The ability of people to realize and influence the direction and execution of a program is determined by relying on its power so that empowerment is the spirit of active participation that are creative (Forrester, 2008).

The role of empowering program SMGR In Local Community Empowerment in Tuban is reviewed in terms of applied research application. This research employ exploratory and evaluative study model, which uses quantitative and qualitative data. Measuring the quality of the role of empowering program is measured using a Likert scale with the recipient community programs as respondents. Aspects measured in this research activity includes aspects: (1). Education; (2). Health; (3). Disaster resilience and environment sustainability; (4). Public Facilities; (5). Religious / Worship; (6). Sports; (7). Arts & Culture; (8). Identification of Vulnerable Communities; (9). Planning and (10). Assessment Planning and Implementation.

Criteria for measurement using a Likert scale with the following conditions:

• Not satisfied	< 1	• Satisfied	2 - < 3
• Less satisfied	1 - < 2	• Very Satisfied	3 - < 4

Here is a statistical method used in this study:

1. **Percentage (%)**. Simple comparison using the percentage method.
2. **Mean Score**. The standard deviation, a measure used to determine how the differences between the data of the junction with the data other. Specifically, the standard deviation equation is presented as follows:

$$\sigma(x) = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

Region which becomes the object of study include every village / urban neighborhoods were targeted empowering program that is in 26 villages around the factory PT. Cement Indonesia Tbk Tuban. Target object survey covers 5 sub districts, namely: sub districts of Tuban, sub districts TambakBoyo, sub districts Kerek, sub districts Jenu, and sub districts Merakurak. Map of the five sub districts are presented in Figure 2 below:

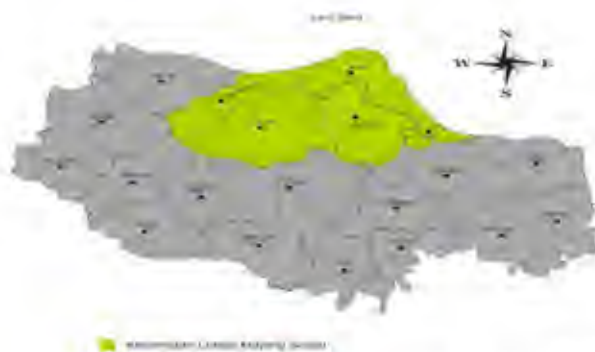


Figure 2. Research Location in Tuban District

3. Result and Discussion

3.1. Measurement of Societies Satisfaction Index toward Environment Program PT.Semen Indonesia (Persero) Tbk (SMGR) in Tuban.

SMGR using three (3) approaches in integrate their products with customer. those three approaches are firstly providing a service for community services, creating community relation and enhancing community empowerment. In the following sections present the results of Community Satisfaction Index for three (3) principles of service that has been implemented by PT. Cement Indonesia Tbk based on the results of the community survey around Tuban.

In general, the results of people's satisfaction measurements with EMPOWERING PROGRAM programs that have been rolled indicate different levels of satisfaction on 10 aspects are reviewed. The program that had pull satisfactory from the survey are education and economic empowerment, Health, Natural Disasters & Sustainability, Religious / Worship, and Sports. Where Community vulnerability assistance and Planning program was considered quite satisfactory. Instead those programs that have a positive feedback, Public Facilities, Arts & Culture, and Planning and Implementation were considered EMPOWERING PROGRAM have insufficient levels of Satisfactory. Those satisfactory survey indicates that the empowering program that provide by SMGR Tbk need improvement in order create better programs.

Tabel 3. The Results of Empowering Program Assessment Implementation

Number	Programs	Average Score	Standar Deviasi
1	Education And Economic Empowerment	2.348	0,261
2	Health	2.173	0,841
3	Disaster Resilience And Environment Sustainability	2.008	0,416
4	Public Infrastructure	1.778	0,188
5	Religiosity Worship	2.287	0,535
6	Sport	2.233	0,677
7	Art And Culture	1.000	0,114
8	Community Resilience	1,935	0,237
9	Planning Program	1,943	0,198
10	Planning And Implementation	1.000	0,062

1. Education

The fundamental problem that face education program is the poor quality of public education and the workforce. Thus empowering programs in education became mandatory program that should be there. Education programs that have been implemented include the provision of scholarships, repair school buildings, provision of equipment and school uniforms, school literacy and business skills training

In the economic empowerment program, the activities that prepare include the provision of financial management training, marketing, business development, and also business attitude and mentality. The provision of this training also includes conduct an exhibitions for SMEs and arrange an award for SME. Thos exhibitions and award is aimed to encouragend motivate local entrepreneurs in developing certain business.

In general, the community satisfaction toward SMGR in Tuban for providing support program in education is good. The results showed that the level of public satisfaction related educational assistance is in the range of "Satisfactory". Type of assistance is the highest level of satisfaction with the help of scholarships (2.70), and support business skills (2.65)

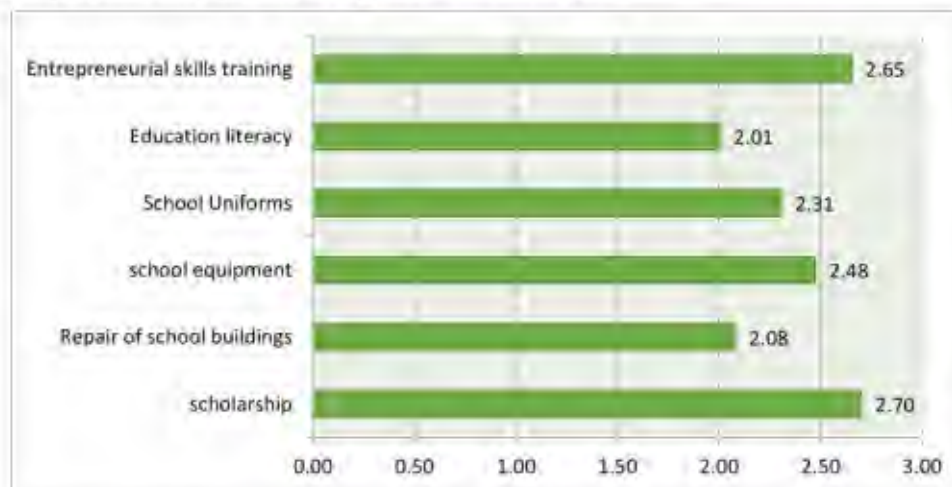


Chart 3. Community Satisfaction Index in empowering program on Education and Economic Empowerment

2. Health

Empowering programs implemented in health programs is to address the health problems that occur around the cement plant in Tuban area. The problems that has been found are limited health services, uneven distribution and the quality of the health workforce disparity. The lowbudget allocation for health. The results showed that the level of satisfaction of the people in the health programs "Very Satisfactory". Type of assistance is the highest leve) of satisfaction with the help of free health checks up (3.23), and the aid of medicine (2.67)

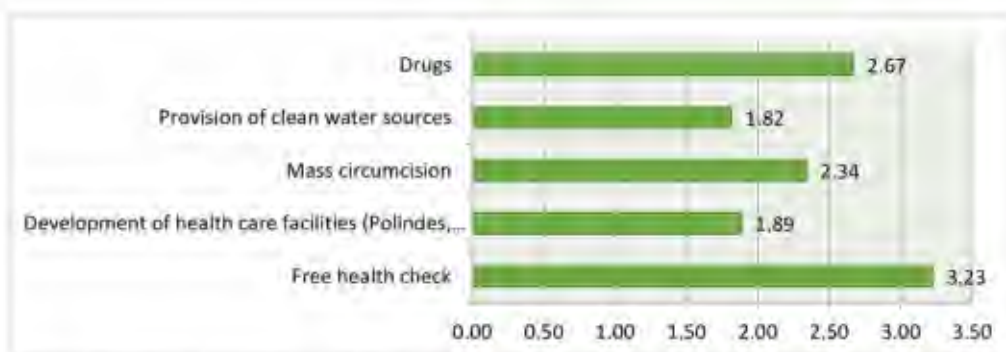


Chart 4. Community Satisfaction Index in empowering program on Health programs

3. Disaster Resilience And Environment Sustainability

The level of satisfaction of the people in the Disaster resilience and environment sustainability Programs is "Satisfactory". Type of assistance that have highest level of satisfaction is forestation / planting plant in conservation area (2.48), and deforestation (2.06).

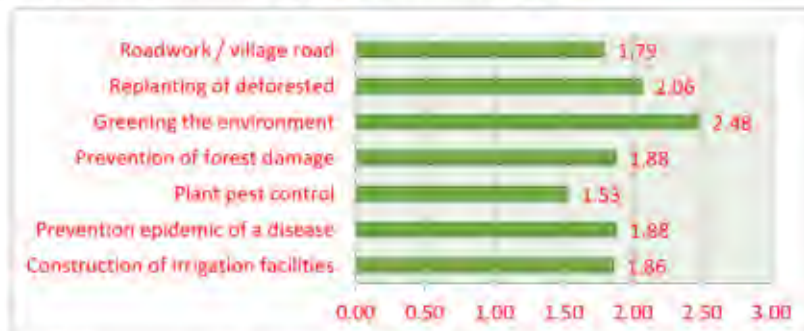


Chart 5. Community Satisfaction Index In Empowering Program On Disaster Resilience And Environment Sustainability

4. Public Infrastructure

Related to assistance in the areas of public infrastructure programs, the community satisfy and mentioned that the programs are good enough in helping the maintenance of public facilities . The results showed that the level of satisfaction of the people on this programs was less satisfied . The type of assistance the highest level of satisfaction is dyke repairing (1.88) and improvement of public utility buildings in the village of (1.85).

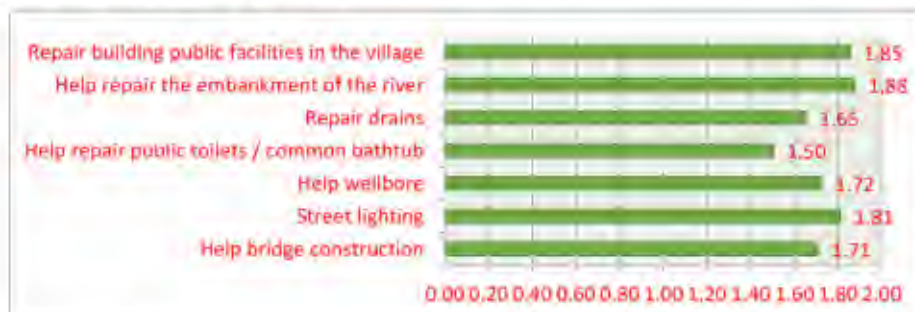


Chart 6. Community Satisfaction Index in empowering program on Public infrastructure

5. Religiosity And Worship

The perspective of community toward the religiosity and worship programs conducted on behalf empowering programs is categorised as "Satisfactory". Type of assistance that have highest level of satisfaction is zakat program (2.99), and support the provision of animal sacrificial ceremony on IdulAdha celebration (2.96).

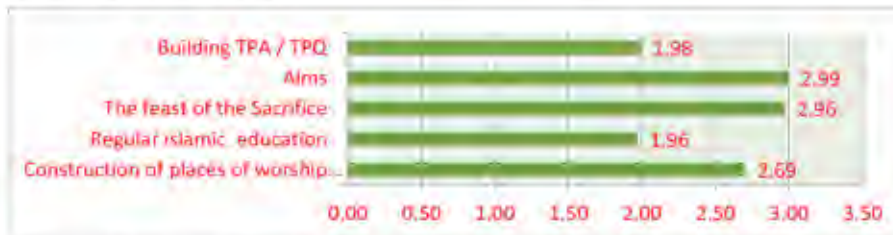


Chart 7. Community Satisfaction Index in EMPOWERING PROGRAM program on Religiosity and worship

6. Sport

Related to the sports program that develop base on SMGR empowering programs categorised as "Less Satisfied". Type of assistance that have highest level of satisfaction is sports facilities development assistance (1.80) while the lowest level of satisfaction is regular sports activities (1.63).

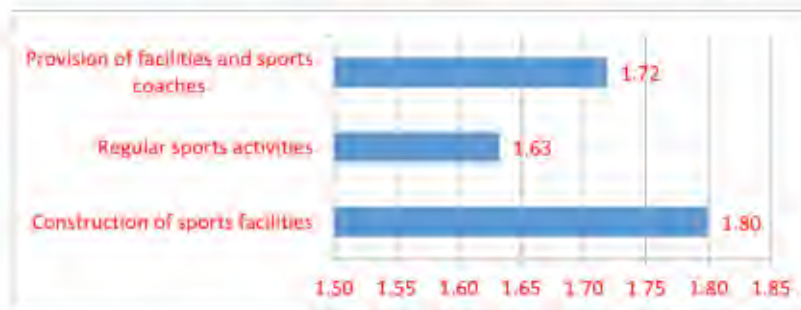


Chart 7. Community Satisfaction Index in empowering program on Sport

7. Art And Culture

Related assistance in the arts and culture program, the community gave their adjustment about this program as less satisfied. Type of assistance that have the highest level of satisfaction is organising the arts and cultural activities (1.94), while the provision of arts and culture and coach the lowest level of satisfaction.



Chart 7. Community Satisfaction Index in empowering program on Art and culture

8. Community Resilience

The number of vulnerable people today is increasing, adequate treatment and serious attention needed. The fundamental issues faces the fulfillment of vulnerable people needs with basic social services such as health, education, clothing, food, shelter, and other basic needs. In addition, there is no protection system and social security that integrated in protecting and providing social security for all citizens, especially the poor and vulnerable community. Base on the the problems mentioned above, thorough method and strategy in handling is needed and those strategy and method need to be implemented quickly and continuously in order to reduce the number of vulnerable people and creating a resilience action.

Empowering programs that prepared in this aspect are to help community resilience in facing their vulnerable condition. The programs that set up are fulfillment of basic services such as health, education, clothing, food, shelter, and other basic needs.

The satisfaction survey showed that the community are satisfied with the programs that has been set up. The program that has most high level of satisfaction is the program that asking the company to employ the unemployed people with the head of village recommendation (2.23) and the lowest level of satisfaction is for the program in assist the people who have physical limitations due to physical and mental disabilities (1.68).

Table 4. Community Satisfaction Index in Community Resilience

No.	Indicator	Satisfaction Index
1	Elderly who dependents with poor family for health program	1.96
2	Elderly who dependent on the families cannot afford for clothing and daily necessities	1.80
3	Elderly who dependent on family that doesn't have adequate housing facility	2.14
4	Underprivileged children and orphans in the provision of health	2.21
5	Underprivileged children and orphans who cannot afford for clothing and daily necessities	2.06
6	Underprivileged children and orphans who doesn't have adequate housing facility	1.81
7	Citizens who have physical limitations due to disability and mental problem	1.68
8	People with long sickness due to nutritional intake problem	1.69
9	Widow aged 18 to 54 years who are poor	1.89
10	Training for Unemployment as an efforts to provide skills in productive age	2.14
11	Giving Motivation and entrepreneurship initiatives for productive age unemployment	2.07
12	The village head asking and force to PT Semen Indonesia to employ the village resident who is on productive age	2.23
13	Communications made by PT Indonesia cement in fostering cooperation with the community	2.12

9. Planning program

Based on the research program planning PT Cement Indonesia, the average satisfaction index is "Less Satisfied". The results showed that the highest satisfaction level is the assistance programs evaluation and free medical treatment for the elderly (2.53) and the lowest level of satisfaction is the food aid program and milk for people with disabilities and mental disabilities (1.70).

Table 5. Community Satisfaction Index in Planning Program

No.	Indicator	Satisfaction Index
1	Food support for elderly	2.16
2	Health examination and medication for elderly	2.53
3	Housing for elderly	2.16
4	Clothing Program for elderly	1.85
5	Food and milk for orphans	1.89
6	Health examination and medication for orphans	2.11
7	Clothing for orphans	2.05

No	Indikator	Satisfaction Index
8	Food support for people with disability	1,70
9	Health examination and medication for people with disability	1,88
10	Clothing for people with disability	1,75
11	Food support for poor widows	1,96
12	Health examination and medication for poor widows	2,16
13	Clothing for poor widows	1,96
14	Motivation and mentoring programs for open dialogue entrepreneurial insight	2,09
15	Program that creating opportunity to participate in the employee selection process of PT .Indonesian cement group	1,83
16	PT .Indonesian cement Efforts in community development	2,02
17	PT .Semen Indonesia effort in constructing community development governance system	1,98
18	The PT .Indonesian cement human resources assigned to support community development	1,87
19	The realization of community development programs conducted by PT .Indonesian cement during the last 3 years	1,97
20	Allocation of funds for community development programs that are given by PT .Semen Indonesia	1,95

10. Planning and implementation

In general, the level of satisfaction of the people who reside around PT. Cement Indonesia, Tuban location on the planning and implementation categorised as less satisfied. The highest level of satisfaction is an environmental management system and community empowerment program (2.05) and the lowest satisfaction levels are not planned program implementation in community empowerment (1.77).

Table 6. Community Satisfaction Index In Planning And Implementation

No.	Indikator	Indeks Kepuasan
1	Social mapping document	1,96
2	Strategic plans in community development	2,00
3	The annual work plan in community empowerment	2,00
4	Conformity in the planning and implementation of community empowerment	1,92
5	Implementation of programs that are not planned in community empowerment	1,77
6	The involvement of stakeholders in community development	1,95
7	Governance system of monitoring and evaluation of community development (CD)	1,88
8	The stakeholders involvement in monitoring and evaluation on community empowerment	1,90
9	The involvement of stakeholders in community development	1,89
10	Written evidence of the process and the results of periodic monitoring in community empowerment	1,90
11	The community independence as result of the implementation of community empowerment program	1,92
12	The ability of the target group (community) to develop the capacity of the empowerment program	1,97
13	The ability of the target group in developing the capacity and ability to other groups in the community empowerment	1,89
14	The impact of community development programs given by PT . Indonesian cement to the development of new social institutions or strengthening of existing social institutions?	1,95
15	Collaborative agreement owned by PT . Semen Indonesia	1,86
16	Creating good governance in working relationship dispute	1,87
17	Labour disputes last 2 years	1,86
18	Governance systems of conflict resolution with stakeholders (public and or Government)	1,95
19	The note of settlement of the conflict with the relevant parties (public and or Government) last 2 years	1,87
20	Environmental management system and community empowerment program	2,05
21	Energy efficiency conducted by PT . Semen Indonesia	1,95
22	Reduction and utilization hazardous dangerous waste. 3R (Reduce , Reuse , and	1,88

No.	Indikator	Indeks Kepuasan
	recycle), and reduction of air pollutants	
23	Water conservation	1.83
24	Biodiversity protection	1.89

3.2. Impact of Empowering Program As Economic Development Efforts of Local Communities Around Tuban Cement Plant.

Implementation of empowering program is one of company efforts in maintenance their relation with community (Frynas, 2008; Hopkins, 2012). According to Budimanta (2008, p. 24) Empowering Program is main element in the sustainability framework that combine economic, social-cultural and environmental aspect in management process in gaining profit. At this term could be seen that empowering program are an effort to integrate several stake-holders both internally (employees, shareholders and investors), and external (institutional, general arrangement, members of the public, civil society groups and other companies) to guarantee the business continuity.

The observation conducted show that the empowering program of PT. Indonesian cement has positive effect to the improvement of the community welfare. This improvement could be seen from the positive response of community toward company's empowering program strategy is a response to the real needs of the community (Zadek, Evans, & Pruzan, 2013).

Kotler and Lee (2008) explore that empowering program could give a good reputation to the Company. A good reputation of company could develop through transparency, fairness and philanthropy activities. A good reputation of company could encourage community to actively involved in corporate promotion and marketing activities. For companies this support can boost the positive image in the eyes of society and can enhance the reputation of the company. Empowering Program is also very important for the sustainability of the company. There are at least four positive impact of conducting empowering program for company. (a.) Improving the company's image in the eyes of stakeholders. (b.) Relationships / interactions positively with local communities, governments and other groups. (c.) Encourage the improvement of the company's reputation with good ethics. (d.) Shows the commitment of the company, so as to create the trust and respect of related parties.

3.3. Economic Empowerment Program As Backbone Of Local Economy

Tuban as one of district in east java province that categories as district with lower income per-capita. With this situation economic empowerment program is adequate in supporting district economic activities. The empowering program that empower local community could create multiplier effect in strengthening local macroeconomics. Empowerment program is designed based on some of the challenges that exist today. Those challenges are:

- Workforce who has low skill (have inadequate education)
- The workforce stay on rural area.
- The sector that able to absorb the labor force is the agricultural sector.
- Tuban Society which has lack of interest in entrepreneurship, many of them want to become civil servants and are not ready to leave their origin area. Beside that this society also have lack interest in agriculture sector. Most of youth young people do not want to be farmers.
- The lack of work ethic and ability to compete.

Those five challenges mentioned above is an urgent matter that needs to be addressed. Beside that infrastructure development also considerate as top priority that must be resolved as well. With minimum existence of skill training institution in village, resulted less competitive workforce and difficult to compete in competitive labor market. In addition, the local culture that encourage people to stay together with their extended family event in hungry make them prefer to work locally. As result most people didn't intent to leave their family to work outside region in order to gaining better earning and income.

The economic development issue also influence by the availability of infrastructure, particularly for agricultural irrigation infrastructure. The development and the maintenance of

agricultural infrastructure, such as dams and water reservoirs, relatively low compared to other infrastructure development in Tuban. In fact, agricultural infrastructure is essential in maintain agricultural business to keep run. The vegetable and other crop potency can be optimized, if the irrigation system develop and maintain adequately. For example corn that can be processed into cornflakes or cassava that is processed into cassava chips, then the value added to the product will remain the property of the people of Tuban. Thus, the public welfare will increase.

4. Conclusion and Policy Recommendation

4.1. Conclusion

Based on the above description, the following are the conclusions that can be drawn in this study:

1. The implementation of empowering programs at PT. Indonesian cement scattered in various major activities such: (1). Education and economic empowerment; (2). Health; (3). Natural Disasters & Sustainability; (4). Public Facilities (5). Religious / Worship; (6). Sports; (7). Arts & Culture; (8). Communities resilience; (9). Planning; (10). Planning and Implementation.
2. Empowering program that has been rolled by PT. Indonesian cement to the people around Semen Tuban had a significantly positive influence on the improvement of the welfare of the community. However, the 10 areas of empowering program that have been implemented have not been all that good satisfaction scores of communities participating in the program.
3. The programs that scored "satisfied" are education and economic empowerment; Health; Natural Disasters & Sustainability; Religious / Worship; and Sports program. Empowering program that was considered quite satisfactory approach are Communities resilience and Planning Program. Instead empowering program that is considered not to have sufficient levels of benefits (Less Satisfied) are Public Facilities renovation; Arts & Culture; and Planning and Implementation. This indicates that it still needs a lot of improvement in order to improve the quality of life through its empowering program.

4.2. Policy Recommendation

1. The Company implement empowering programs have to be considered on the long-term interests of the company. The programs set ups are not merely charity alone but have to create multiple effects. This can be done by providing assistance for the business community through SME development so that the results of these products can benefit back to the interests of the industry the company. Other efforts such as provide assistance provision to some natives people to obtain education and later can be recruited in the fulfillment of the company's HR needs.
2. Empowering program activities are still considered not maximal but hopefully could contribute significantly to the community development.
3. The community participation and the expanded scope of services could make parties who have not received the company's Empowering program can also feel the company's empowering program activities. This can be manage by creating a valid database associated with the recipient company's Empowering programs and benefits are felt.

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